



Berkan Akça

PERFORMANCE MARKETING
MANAGER

Details

Istanbul, 34758
Turkey
+905321605115
berkanakca@gmail.com

NATIONALITY
Turkish,Bulgarian

DRIVING LICENSE
A,B

DATE / PLACE OF BIRTH
27/01/1994
Istanbul,Turkey

Skills

Microsoft Office
Python
HTML5
JavaScript
CSS
PHP
Microsoft SQL
Creativity
Adaptability
Decision Making
Leadership and Teamwork
Ability to Work in a Team
Communication Skills
Fast Learner
Problem Solving
Ability to Multitask

Languages

Turkish

English

Profile

Dynamic Performance Marketing Manager with 5 years of experience. Excelled in driving growth, boosting revenue, and strengthening partnerships through creative and strategic campaigns.

Employment History

Performance Marketing Manager, Reklam5 Digital Marketing Agency, Istanbul

SEPTEMBER 2022 – PRESENT

- End-to-end management of performance marketing activity across Paid Social channels.
- Supporting performance marketing activity across additional channels
- Search and working closely with brands to implement, optimize and report on performance.
- Develop test and learn initiatives across Paid Social.
- Ensure budget is spent across performance channels efficiently.
- Track and report on key performance indicators of media activity.

Digital Marketing Manager, Facebook Inc, Berlin

AUGUST 2019 – SEPTEMBER 2022

- Identified and planned opportunities to improve client campaign performance.
- Continually brainstormed new and creative growth strategies.
- Developed unique content for a variety of clients sites to improve presence and brand awareness.
- Evaluated client websites for mobile performance and optimal search engine rankings.
- Planned and supervised online presence efforts.
- Managed content strategy, on-page efforts, and social media initiatives.

Content Moderator for Facebook , Arvato Bertelsmann - Majorel Germany, Berlin

AUGUST 2018 – AUGUST 2019

- Responsible for evaluating online social media content (images, videos, text, etc.), showed in the social media app and processing the content according to the internal policy and criteria

Education

Management Information Systems, Kadir Has University, Istanbul

SEPTEMBER 2012 – AUGUST 2018

References

References available upon request

Courses

Google Ads Display Certification, Google

JUNE 2023

Google Ads Search Certification, Google

JUNE 2023

Google Ads Video Certification, Google

JUNE 2023

AI-Powered Performance Ads Certification, Google

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Digital Marketing Associate, Facebook Inc.

Media Planning Professional, Facebook Inc.

Media Buying Professional, Facebook Inc.

Social Media Marketing Crash Course, SEMrush

JUNE 2023

Maximizing ROI through Marketing Analytics: A Practical Guide for In-House Marketers, SEMrush

JUNE 2023

GA4 for SEO, SEMrush

JUNE 2023

Advanced Competitive Research Practices with Semrush, SEMrush

JUNE 2023